

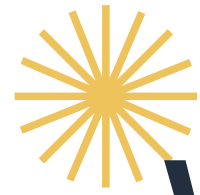
ALLOW US
TO INTRODUCE
OURSELVES



WE'RE COUNTRY FRIED CREATIVE.

We create handcrafted digital marketing solutions
with **integrity**, **creativity**, and a

Smile.

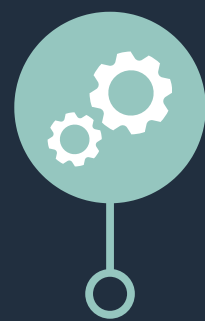


WE'RE SOUTH ATLANTA'S **LARGEST** AND **OLDEST** DIGITAL MARKETING AGENCY.

Founded in 2003, our company has a long and rich history of service in the local community.



OUR HISTORY:



PRE-2010
Technical



2011
Technical Web



2017
Creative Web



2021
Digital Marketing

WHAT WE DO

Full Service Digital Marketing



Let us create a **CUSTOM PACKAGE** based on your unique business needs.

OUR SERVICES

SEO/SEM

WEB DESIGN

E-MAIL MARKETING

PRINT DESIGN

BRANDING

LEAD GENERATION

ONLINE ADVERTISING

LOGO DESIGN

MARKETING CAMPAIGNS

ANALYTICS

WEB TECHNICAL
SUPPORT

SOCIAL MEDIA
MANAGEMENT

EXECUTIVE TEAM



HOLLIE HOLDER

**VICE PRESIDENT OF OPERATIONS /
WEB MANAGER**

Manages and oversees all web projects, large and small.
Manager of operations company-wide.



JOE DOMALESKI

**PRESIDENT /
CHIEF DONUT OFFICER**

Over 20 years of web design, development, and project management experience with a **passion for the local community.**



JANINE D. BAGGETT

**EXECUTIVE VICE PRESIDENT /
CREATIVE DIRECTOR**

An expert in all things creative, from branding, to web design, to social media. **Oversees all front end operations.**



OUR MISSION

To provide creative and **effective marketing solutions** which help our clients realize their marketing goals.

OUR VISION

Foster meaningful online connections that **make the community better** for all concerned.

OUR VALUES:

RESPECT

EFFICIENCY

COMMITMENT

CREATIVITY

EFFECTIVENESS

DIVERSITY

QUALITY

RESPONSIVENESS

INTEGRITY

WHAT MAKES US DIFFERENT?



INTEGRITY

We believe in doing **the right thing** for our clients, every time.



RESPONSIVENESS

We take pride in responding to client issues in a **timely manner**.



A DIVERSE TEAM

Our team has a **diverse set of skills** to meet all of our client's needs.



CREATIVITY

We do what AI can't- bring **creativity** and the Country Fried touch to your project.

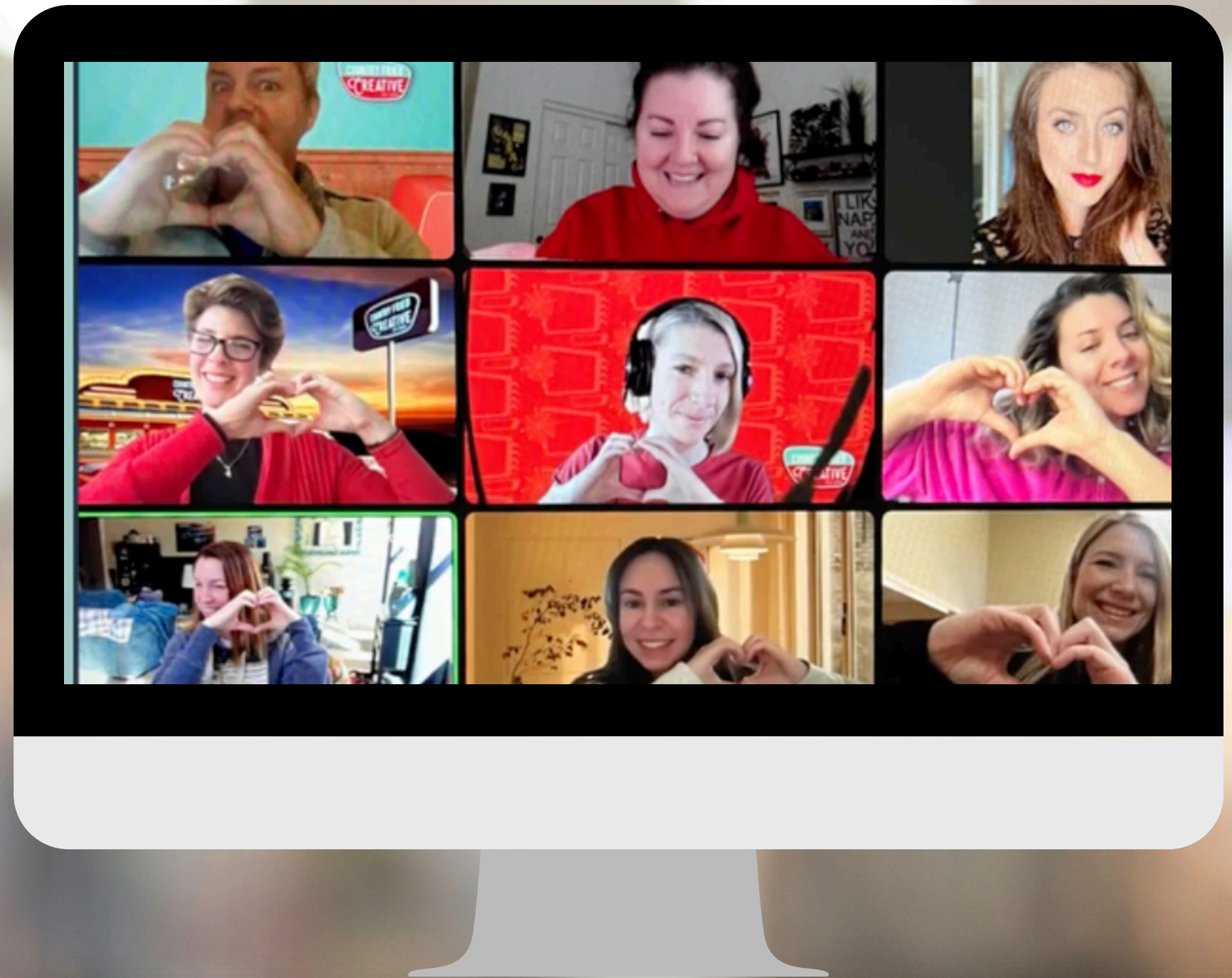




HOW WE WORK

While we have an office in Peachtree City we hold meetings in, for the most part our entire team works **remotely!** This means **less time commuting**, more time getting our clients

Country Fried!



OUR TOOLS
for remote success:



WHO WE **SERVE**

Here is just a small selection of some of our clients that we're proud of.

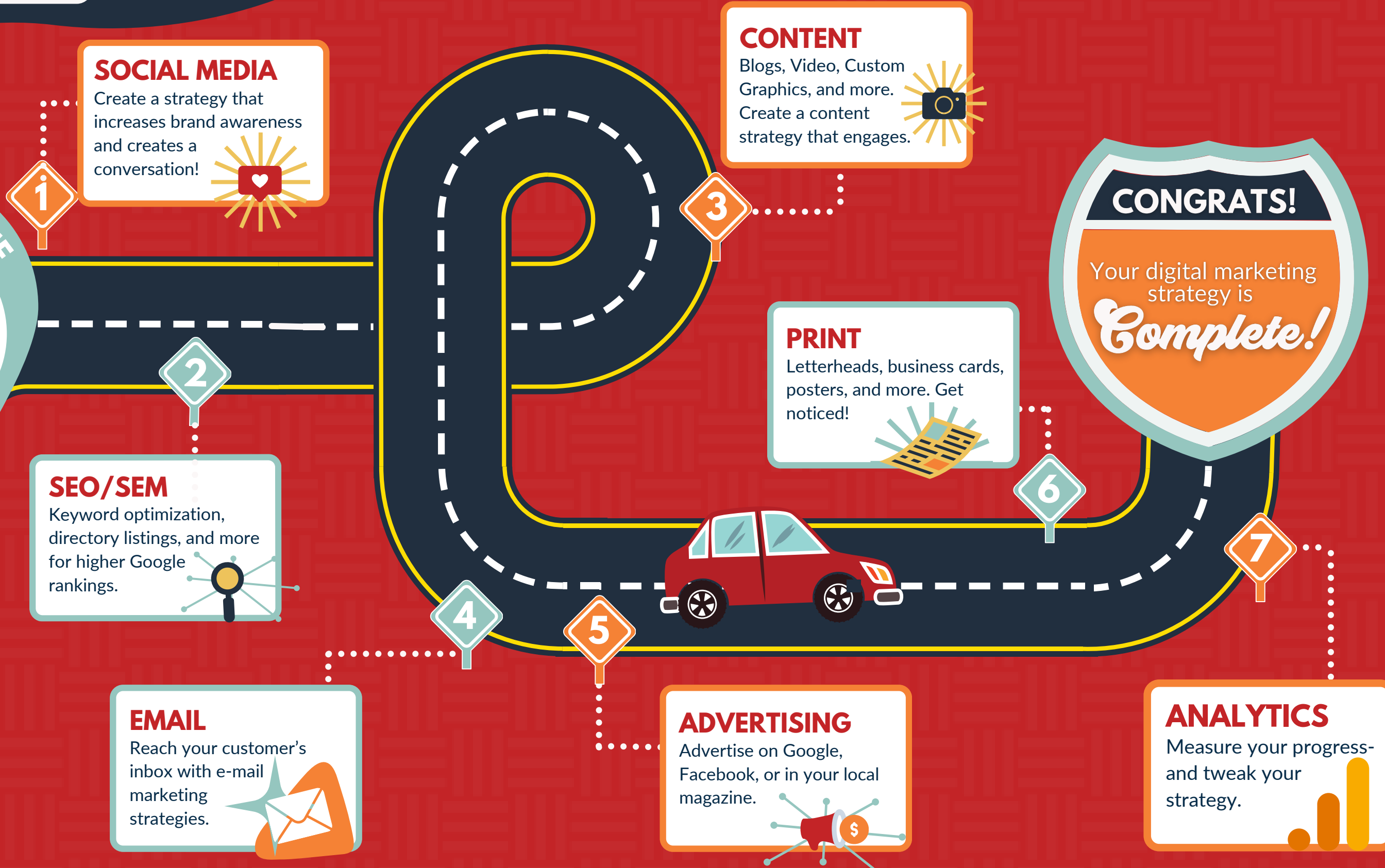
We serve a **variety of industries**- from nonprofits, to solopreneurs, to large, national corporations.





A SUCCESSFUL DIGITAL MARKETING CAMPAIGN BEGINS WITH YOUR BRAND.

Whether you are a personality, a business, or a non-profit organization- your brand is the heart of who you are. But a logo and a website are just the beginning. Here is how you can create a digital marketing plan to help you achieve your goals.



DIGITAL MARKETING PLAN

Your Foundation for Success



Our digital marketing plans are centered around the **Principles of Effective Marketing**. We take your goals and design strategies for each tool and platform to work together to reach those goals.

Together we'll take a deep dive on your current marketing efforts, leverage existing tools that are working for you and outline opportunities for growth.

This plan serves as an anchor for future marketing initiatives and campaigns, ensuring each platform follows the guidelines listed to ensure success.



EXAMPLE

BRANDING

Whether you need a simple logo, an extensive branding suite, or just some guidance for social media, we can make sure your project looks **professional** and **cohesive**.



“

The CFC creative team is amazing, on time, and really 'hears' and understands what you are trying to achieve.

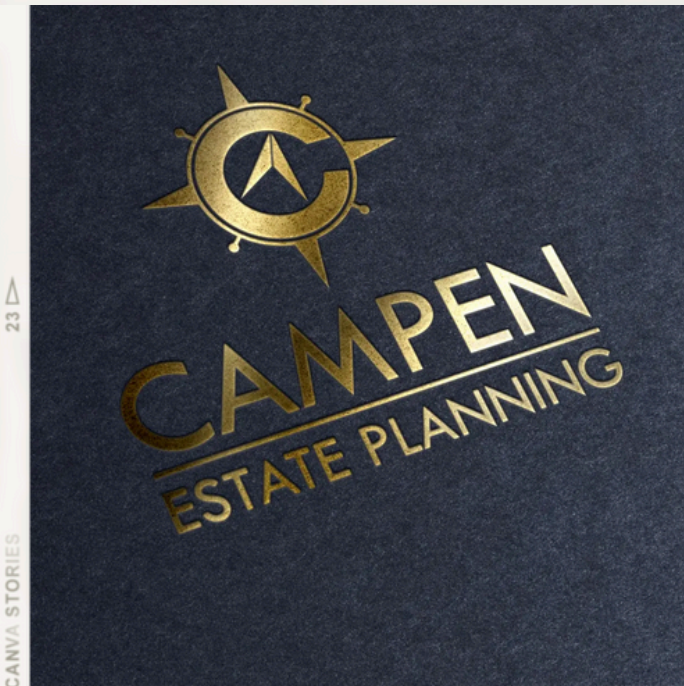
The final product (in our case, a branding package) was so much better than what we envisioned.

-PREMIER EVENTS

”



EXAMPLES



BUILDING AN **EFFECTIVE** WEBSITE



DESIGN

Your website should be **appealing, modern, and engaging**. People want to see that a site is aesthetically pleasing and designed to lead them where they need to go.



CONTENT

Content needs to be **relevant to what your audience is looking for**, presented in a clear, engaging, and concise manner- and updated frequently.



FUNCTIONALITY

People expect shopping carts, contact forms, and donation portals to be **easy to use**. If they're not- you've just lost your sale/lead/donation.

**YOUR WEBSITE WILL BE EDITABLE
AND OWNED BY YOU.**

**FUNDRAISING & DONATIONS
MEMBERSHIPS**

**E-COMMERCE
CUSTOM PROGRAMMING**

STARTUP

We create designs and setup an environment where you can view progress in real time.

PLANNED COMPLETION:

1

DEVELOPMENT ENVIRONMENT

EXPRESS LANE

SPEED UP PROJECT TIME WITH:

- Quick Design Approval
- Content Ready to Go

DESIGN

2

STYLING CONTENT

This is the bulk of the project and what takes the most time!

PLANNED COMPLETION:



CAUTION
Delayed Content
May Slow Down
Project!

FUNCTIONALITY

Here is where we integrate E-Commerce, Forms, and any other functionality pieces.

PLANNED COMPLETION:

3

1 WEEK OUT

Content Freeze to Allow for Testing

TESTING

FINAL TWEAKS

4

GO-LIVE

We bring your new site live and test for all screen sizes & browsers.

PLANNED COMPLETION:

CONGRATS!

YOU'RE
*Country
Fried!*



Web Project ROADMAP

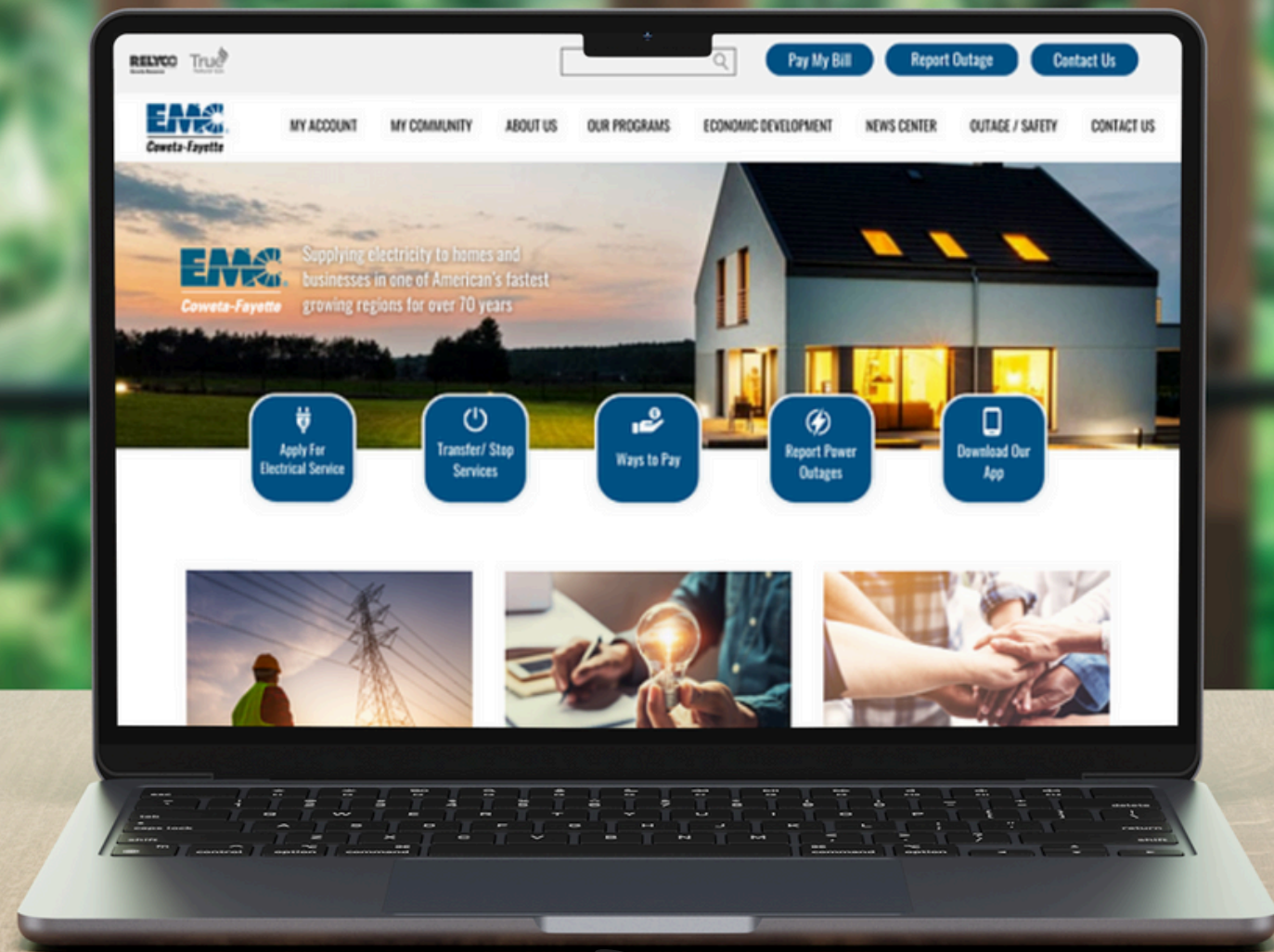
Utility/Government Organization

COWETA-FAYETTE EMC



Restaurant

FRIENDS TABLE



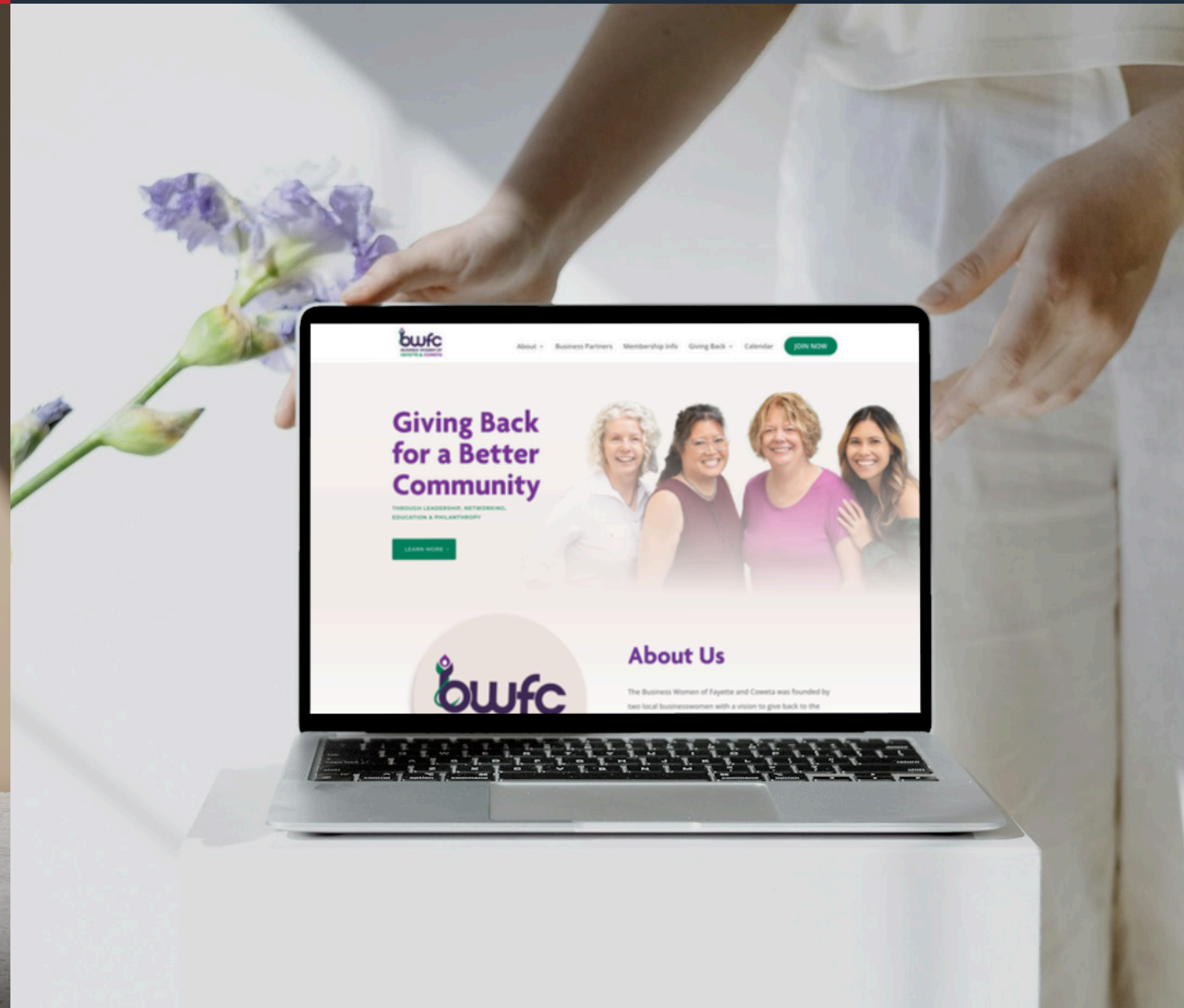
Nonprofit

ELEVATE COWETA STUDENTS



Community Organization

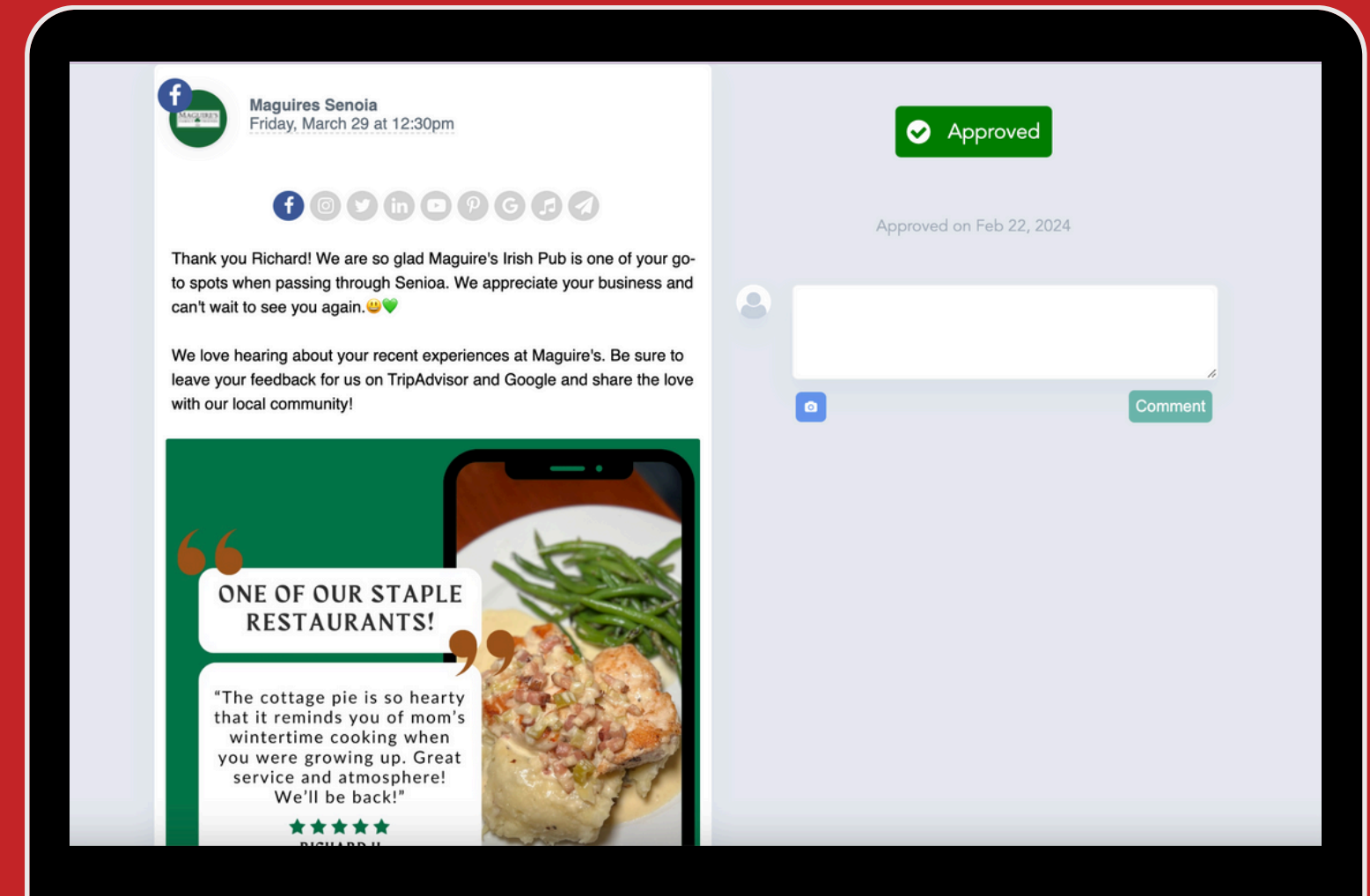
BUSINESS WOMEN OF FAYETTE AND COWETA



SOCIAL MEDIA MANAGEMENT

We create social **content** and **strategy** to improve your SEO, establish your brand, and create **engagement**.

We pre-schedule your posts in advance so you are always kept in the loop with an easy approval at the click of a button.



SEO/SEM

All CFC websites are built to be **mobile-friendly**, **secure**, and optimized for speed out of the gate, setting you up for **SEO success**.

OUR PROCESS

GOOGLE MY BUSINESS

SOCIAL MEDIA PRESENCE

BUSINESS DIRECTORIES



WEBSITE OPTIMIZATION

ONLINE REPUTATION & REVIEWS

LINKS

CONTENT

You can't have a successful marketing strategy without content to bring **your messaging to life.**

WHAT IS CONTENT?



PHOTOS

Bring your staff and products to life with professional photography.



VIDEOS

Professional video for use on websites, social media, and ads.



VOICEOVER

Professional voiceover for use in training materials, advertising, and more.



WRITTEN COPY

Copy for your website, ongoing blog posts, press releases, etc.



We use a combination of in-house content creation and trusted partners to produce high-quality content for our clients.

EMAIL

E-mails that inform, educate, and generate **leads**.

LANDING PAGE CAMPAIGNS

CUSTOM TEMPLATE CREATION

AUDIENCE LIST MANAGEMENT



mailchimp

CERTIFIED



MR. TURF
LAWN CARE SERVICES

TURF TIPS from the TURF TRUCK

Is My Lawn Getting Enough Water?

In our latest episode of "Turf Tips from the Turf Truck," we identify if your lawn is getting the right amount of moisture.

Are you watering your lawn and still not seeing the result you want? You may not be providing your lawn with enough moisture. We've got you covered! We'll help you check your lawn's moisture levels right at home.

TURF TIPS from the TURF TRUCK

Our technicians are here for you!
Give us a call and we'll come out to assess your lawn and help keep you going in the right direction.

Contact Us Today!

Call: 770.719.8876 | E-mail: mrturf@mrturf.net

Salt MedSpa
Halotherapy
Fayetteville

Breathe Well. Look Well. Feel Well.

Happy New Year!

I think we speak for all of us when we say we are very happy to leave the old year behind, and bring in the new.

A new year brings forth new healing and restorative energy, and we hope that this year brings great things for you and your loved ones.

After the holiday rush- it's time to take a breath, sit back, and take care of YOU.

We have some great deals this month- check them out below and stop in anytime!

-Salt MedSpa Fayette

January Specials

Free Salt Session for New Clients!

Two 30 Minute Microderm Facials \$70

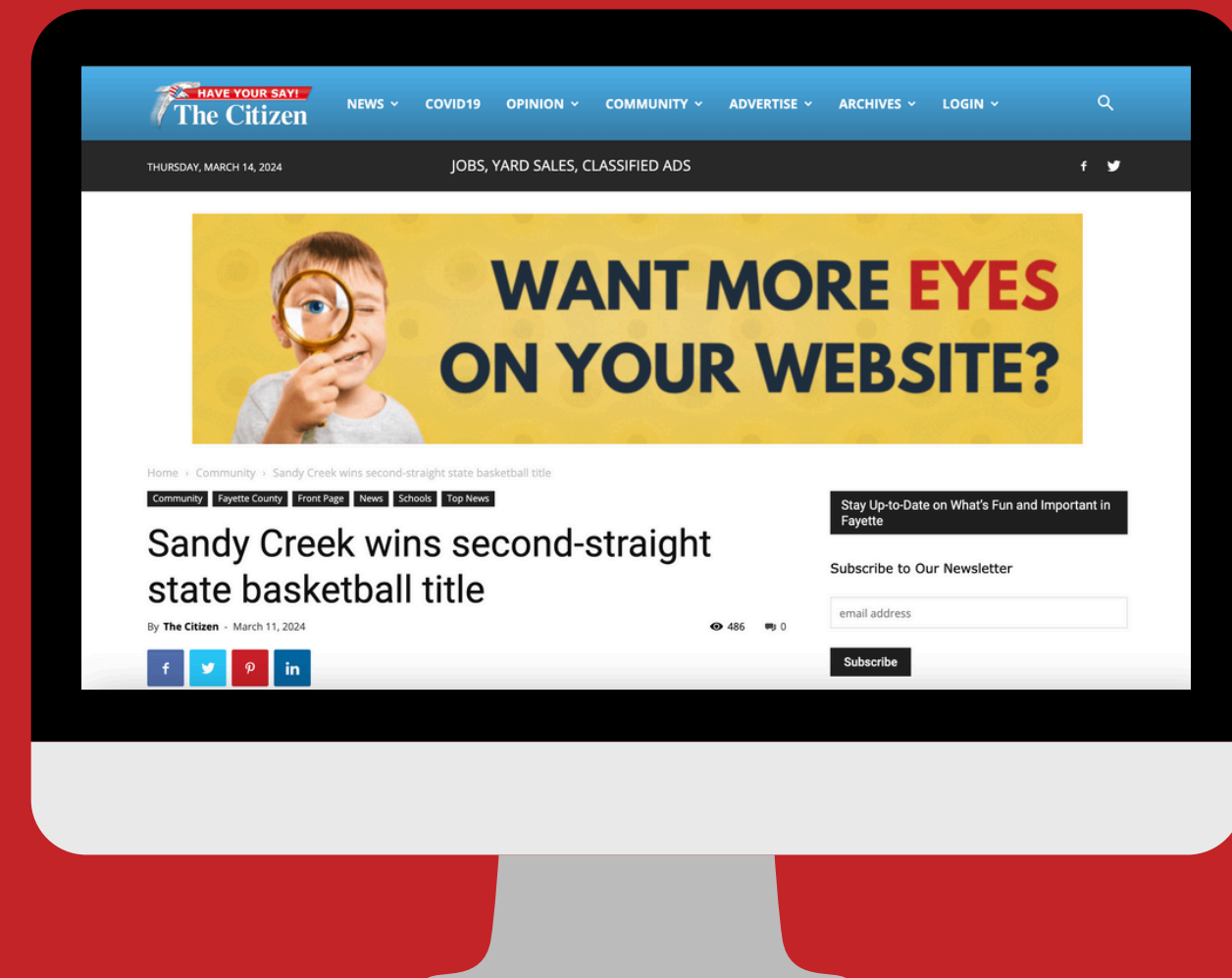
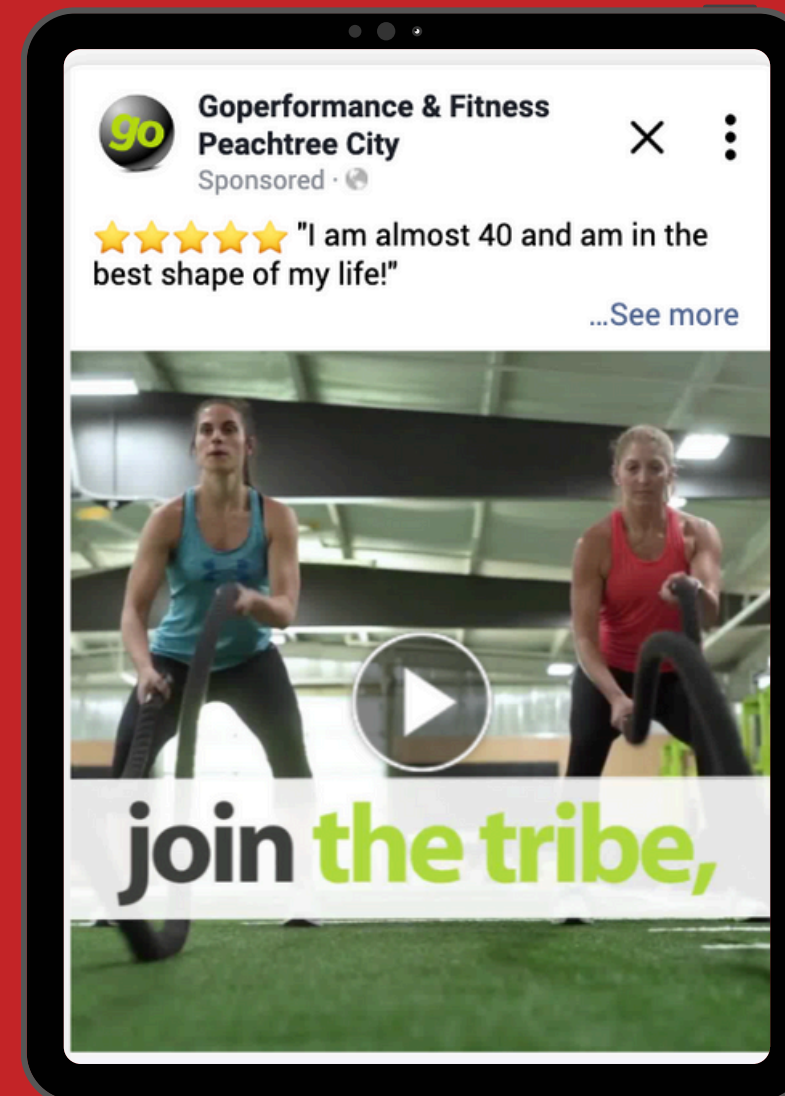
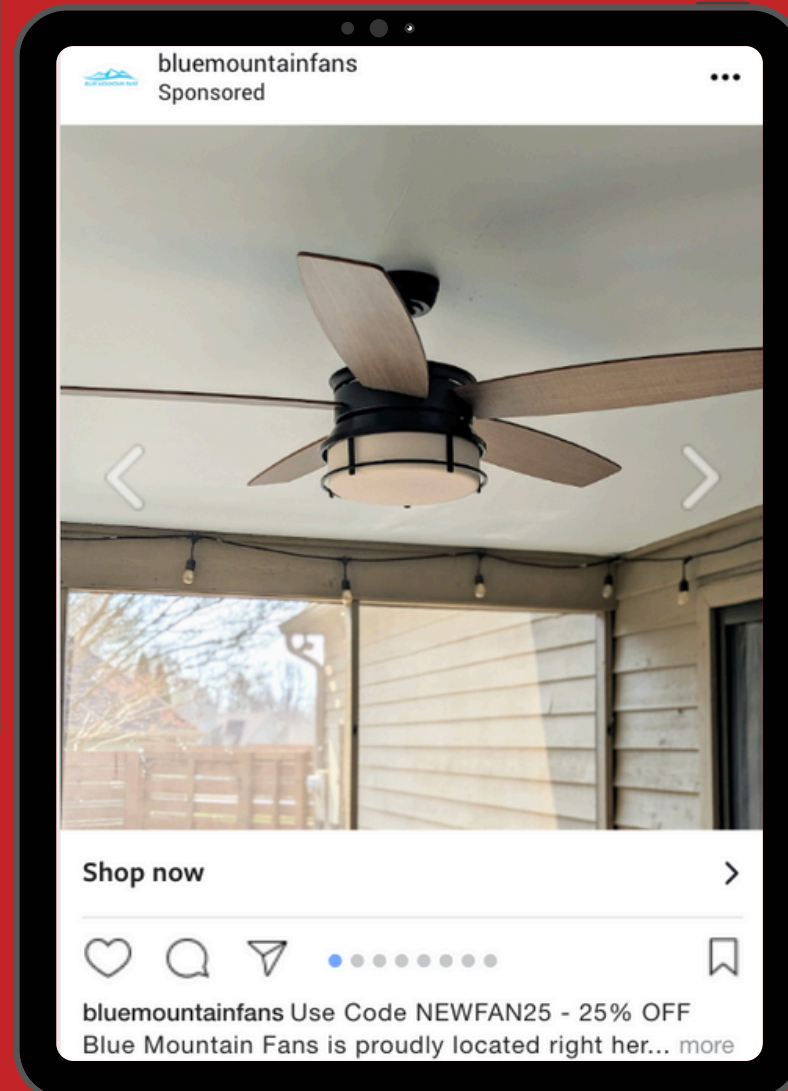
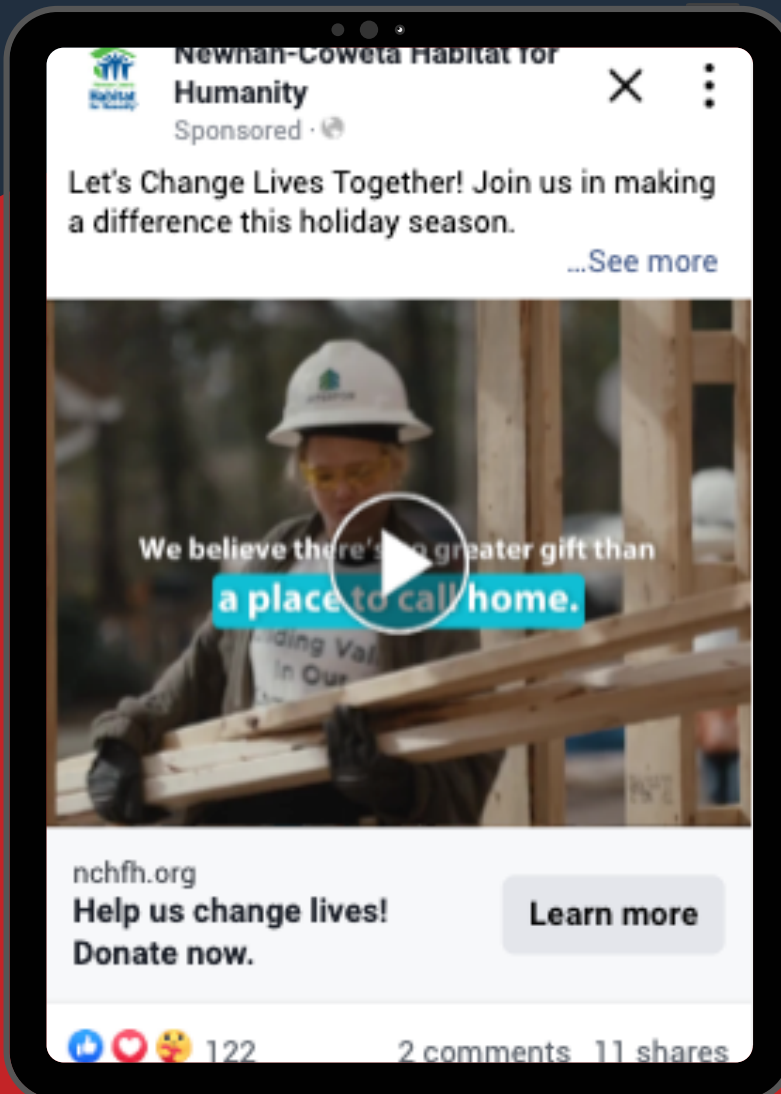
\$72 Two 30 Minute DermaPlaning Facials

\$200 Microneedling

ADS

Increase your digital impact with **paid advertising** on social media platforms as well as Google PPC and Ads Manager.

- **SOCIAL ADS & BOOSTING**
- **GOOGLE PPC & DISPLAY ADS**
- **GOOGLE ADS MANAGER**



RESULTS

OVER 90 DAYS

Money Raised **\$12K**
FB Page Impressions **+876%**
FB Engaged Users **+365%**

ANALYTICS

ANALYTICS HELP YOU MEASURE:

- Cost
- Revenue
- Performance
- Effectiveness
- Efficiency
- Results



WEBSITE
ANALYTICS



SOCIAL MEDIA
ANALYTICS

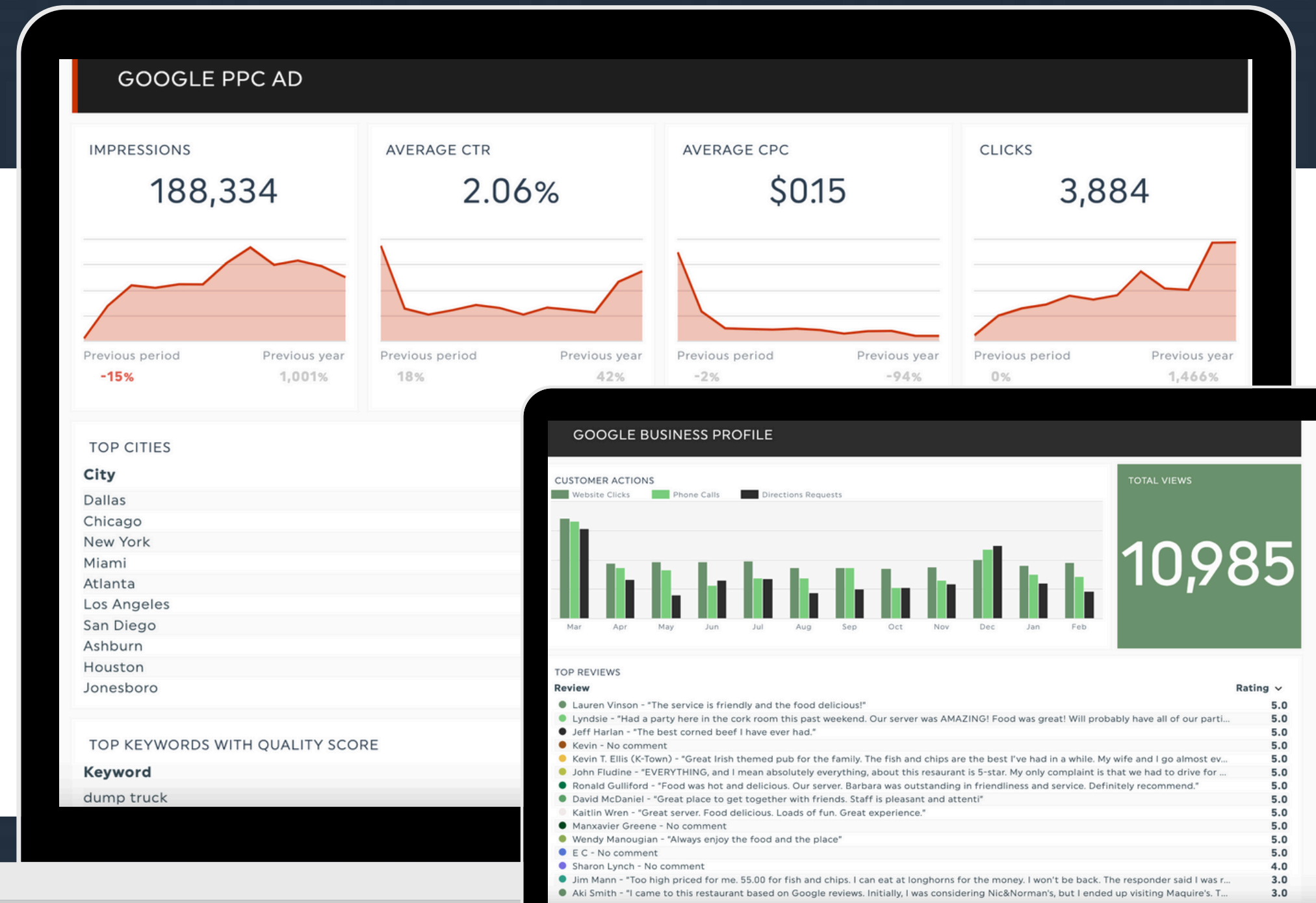


EMAIL
ANALYTICS



ADVERTISING
ANALYTICS

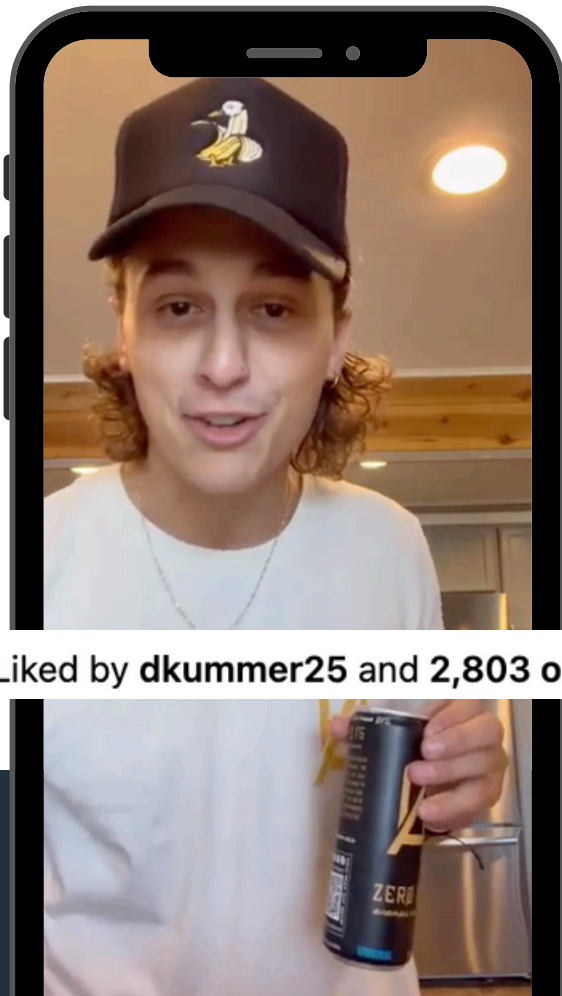
IN ONE EASY TO READ DASHBOARD:



INFLUENCER MARKETING

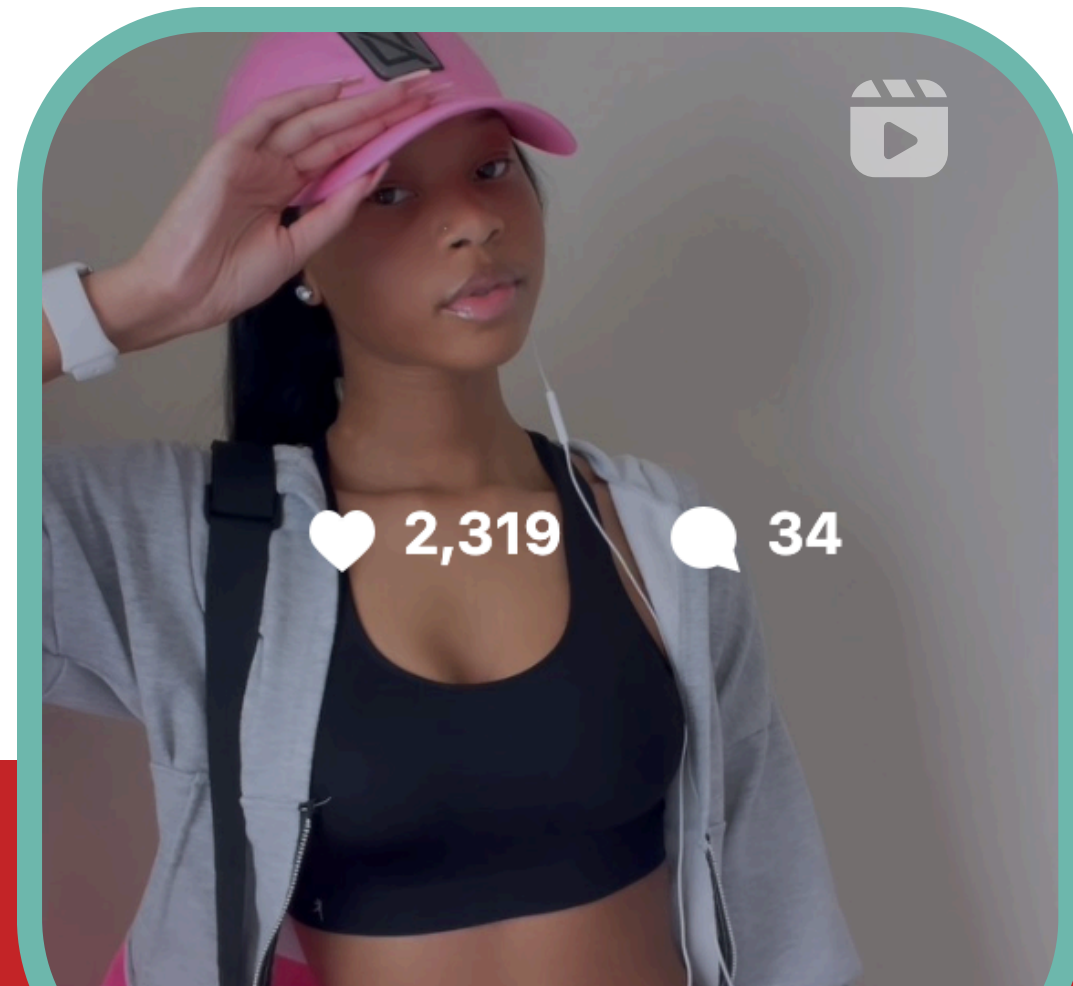
INFLUENCER OUTREACH

Outline strategy for **identifying influencers** that align with the brand story and have an engaged audience made of your target market.



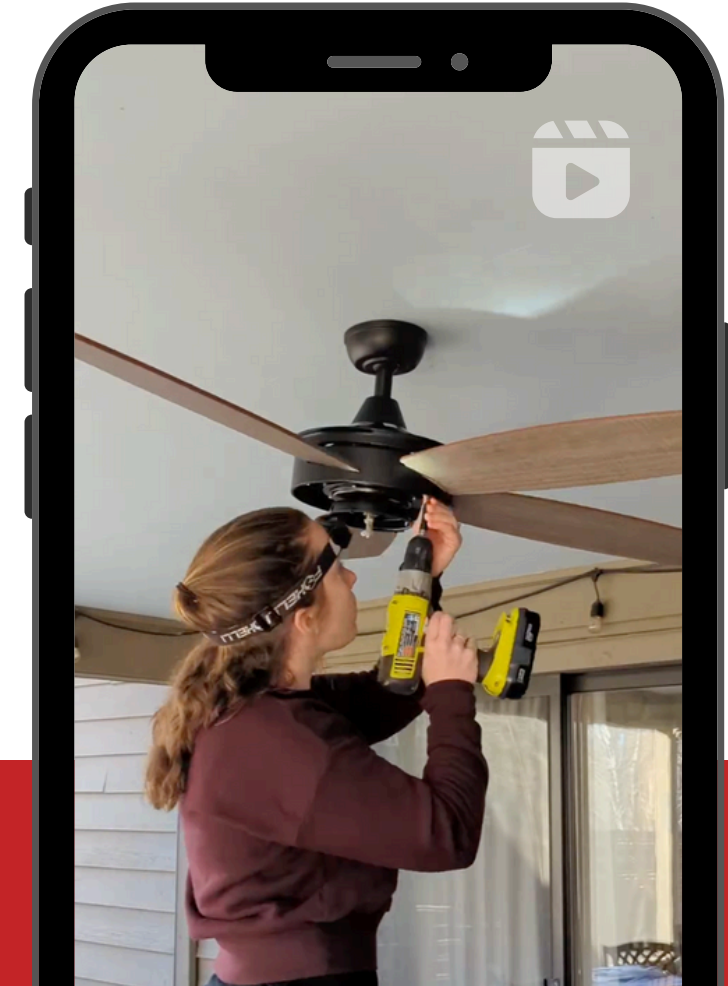
DEVELOP RELATIONSHIPS

Ongoing communication **every step of the process** from initial outreach through completion of content request.



CREATIVE DIRECTION

Offer **direction on content creation** and partnership expectations with creative briefs and compile a content library for the client.



ARE YOU **READY** TO GET

Country Fried?



INFO@COUNTRYFRIEDCREATIVE.COM
COUNTRYFRIEDCREATIVE.COM
(678) 783-0138

